

E27 - How to run a successful launch event to fill your course with students.

Welcome to the Empowered Edupreneurs Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators just like you to create freedom filled online businesses and lives they love.

If you are looking to up-level your skills, your finances, your mindset, and change the trajectory of your life as an educator and business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within. To play bigger with your life and go after your dreams.

We are going to have so much fun together. So, thank you so much for pushing play today. Now let's dive in.

Hello. Hello, amazing soul. Welcome back to my podcast. I'm so happy to have you here. As always, I hope you're having an amazing week, a great day. Today I am coming to you with a very, very important topic. And it's a topic that I am very well versed in, and that is: How to run a successful launch event to fill your course or your group program, or whatever offer you have with students.

This is a really core piece of the puzzle of launching, right? The event is the launch. You really want to host a great event that does certain things that leads your potential students into becoming paying students. So, in this episode, I'm going to be talking about different types of launch events that you could run.

Including free and paid the important things to include in that event before, during, and after for a successful launch and to boost sales. So, the pre-event, during the event and post-event ways that you can boost engagement in your event. And some key mistakes to avoid. The ones that I, the, the mistakes that I see

most common, especially with teachers in business, educators in business.

Because that is my audience. Those are the people that I've worked with the most. I've seen a lot of the same mistakes, and I want to go through those today. Because avoiding these mistakes is going to be quite important to really maximizing your launch and having a great launch.

Alright, so let's start with different types of launch events. You have webinars, you have a video series, which is like a three-part training event where you have three videos that go out and then a fourth video. It's otherwise known as a sideways sales letter. Workshops, challenges, bootcamps.

Now a webinar is typically around an hour long. Normally it's live and you would sell your offer on the back of it, a video series is typically a week event where you have some videos that go out and you can also do it live and yeah, it's about a week normally, or you can do three days, four days, five days, typically.

Workshops are a little bit like webinars, except a workshop implies that you are sort of implementing stuff a bit more. So maybe there's a bit more implementation. You're getting them to do something in that you're not just talking at them, they're actually going to be implementing something. A challenge is, and a challenge in a bootcamp are quite similar.

They're just different ways of calling it. You have three-day challenges, five-day challenges 21-day challenges. A bootcamp you've got three days five days. Those are sort of the sweet spots for those. You have free launch events, so a free launch event is when all of these events are free. No one is charging any, no one is paying anything to come to the event.

It is completely free. Typically, the, most of the launches that have been going on for as long as I've been in business have been free events up until about, I would say maybe a year. To two years ago, I started seeing paid launches, and that was a new thing on

the block where someone pays a low-ticket price to join the event.

So that would be like \$10, \$27, \$37, and then you really, it's basically a mini offer where you really over-deliver because now people are paying for it. And it's basically like a little program. Right. So, I've done both. I've done many, many free launches. I have done four paid launches by now. I will be doing another one in a few months.

So, I've really experienced both in terms of which one you should do. I would say if you are a beginner in your business, if you say you have never launched before, then you are a beginner. You need to launch to go through that process, to learn the process to get better at it. And so, if you are at that stage, then I would say free launch, all the way free launching is easier than paid launching in terms of strategy that would be my advice.

So, if you're new and you want to launch your course or your program, or whatever offer you have, and fill it with students. You've never really done a lot of the stuff. You've never built a funnel before. You've never hosted an event before. You've never sold something before. I would start with free launch, and I would do a couple of free launches before ever moving onto a paid launch.

That is what I would recommend. I've done both. I know the difficulty of both, and I believe that a paid launch requires more skill for it to be effective. You can make more mistakes in a free launch than you can in a paid launch. And in that sense, even though it's a low-ticket product, your paid launch, say you charge \$10, \$20 for your event.

You think, you think it's going to be super easy to sell because it's so cheap, but it still takes the same amount of energy in the same kind of messaging to get someone to take out their credit card, say they're lying on their couch watching Netflix, right? And they're scrolling on their phone, and they see your ad, they want to join your event, but now they see, okay, it's \$20.

You need to have such a convincing offer. Such a great offer that's going to get them off their couch on watching Netflix to grab their credit card, to put in their details and to pay you for that event. That is a lot of action steps you need them to take in order to join your event, which means there's more friction.

And because of that friction, you, you need to have a really good sales page and you need to have a really good launch event offer that people are, Willing to pay for that can convert that gets someone off the couch grabbing their credit card and paying, and it takes skill to do that. It takes yeah, I feel like a beginner who's never done anything will struggle with that, especially on creating an optimized funnel that, that really optimizes for the traffic that lands on it and, you know, converts people into buying, buying that mini offer.

And you want to, like, if you haven't got experience, you're going to struggle to sell. You could potentially struggle to sell that, and you will struggle to get people into your event and that will. Be quite challenging, and then to make sales on the back of it. So, if you're a beginner, start with three. If you've been in the game and you've launched a couple of times and you're wanting to expand on your skillset, go and do a paid launch.

It's amazing. I think it's a really amazing thing. I'm a big fan of them. It pushes you in a different way, but very, very valuable skills will be learned through doing it. And a paid launch is actually a lot of fun because the people who come into your event are much more engaged and it's got much higher impact connected to it.

Like the people who have gone through my educators Income booster bootcamp have. Literally the, the amount of value, the amount of impact that has come from that \$37 10-day training event has, has been insane. It's been like the most impact that driven product I've ever made. And that's amazing, right? That's really, really something to be proud about.

So that's what I would say on that. In terms of which type of event to do that really depends on your style and also your product

price. If you have a higher ticket, a higher price product, I typically would suggest doing something like a video series, a challenge in a bootcamp where you have a longer period of time with people potential students to create a great event.

Really showcase your teaching style, give them a good experience. And then on the back of that, you can sell something at a higher price point, typically then what you would get if you were just doing a webinar for one hour. And selling on the back of that.

So that's what I would say on that. And for example, my Digiteachers Biz Academy students, typically everyone who comes into DBA are educators. In business or just educators who are wanting to start their business and launch a course. They haven't ever launched before.

And the way I teach them to do it is a video series. And I think the video series is a great first starting point for your first launch. It was for my first style of launch, and it can be extremely effective. And it's one of those launch styles that have stood the test of time. They don't wane in effectiveness.

They've really stuck around through years and years and years and years. And they're a good starting point. But yeah, you must just find the, the style that works for you and look at your price point and look what feels exciting to you and go with that. And yeah, let's talk about important triggers to use in your event, right?

Now these kinds of triggers in this messaging should be used throughout all your launch assets. So, it doesn't just mean only your event, but really your opt-in page, your emails, your actual event training your sales emails. You want it to be a consistent message throughout or consistent messaging throughout.

Repeatedly, right? People are always like, ah, but I'm repeating myself. People are getting bored. It has been proven today that people need to hear something up to 20 times before it sinks in and before they take action on something 20 times. So, if you think you're repeating, you're probably not repeating enough.

And don't worry about repeating. Repeating is good, repeating, people need to hear things many, many times for it to actually hit home, especially in your launch. So, your messaging should be repetitive to some great extent, so don't worry about that and can be consistent with it as well throughout all your launch assets.

Now in terms of psychological type triggers that you want to build into your content, right? And this is done in an ethical way, right? You're not trying to be unethical through this. You're just utilizing key psychological triggers that humans need to see an experience to help them make buying decisions, to help them see value and all that stuff.

These triggers just help people. Feel confident in purchasing your stuff or feel desirability in purchase purchasing your. So, one of them is social proof. That is your, that can be your results or testimonials of your students. So, showing that the other one is authority. Now that is showing your level of expertise.

Why should people listen to you? What's your experience? What's your results? What's your story? Really, painting that authority figure is going to help you, showing you as an authority in your area of expertise so people can feel safe with you and feel like, okay, this person knows what they're talking about.

I should listen to them. Community. Now, this is a powerful trigger. Human beings need it. It's very valuable to build in community into your offers, but also in your launch to have a community that. People can connect and engage and, you know, for a week, say you do a video series, you have a weak training where people are connecting and meeting other people and all of that jazz, that's really valuable.

Human beings we need community. We are tribal creatures by nature. And so having community. In your launch makes a difference, and it also helps if you have community in your products as well. Reciprocity is a, an, an interesting one. Basically, it's a trigger that if you give. And if you give and give, give, give, eventually they are going to want to reciprocate.

You know how like when someone brings you a gift on Christmas and you didn't bring them a gift back, you kind of feel bad. If someone gifts you on your birthday, you feel like you want to gift them on their birthday. That's just a natural human thing. So a launch event is an event where you give, you give value, you spend your time giving value to people and shifting people's perspectives and giving them ahas and showing them their, what's possible for them and all of that jazz and you give, and when you have something to sell, at some point they aren't going to feel like, oh, this person's just, you know, wanting the sale.

It's like, cool, I've given you this. If you want to continue working with me here, you can. And then many people do want to reciprocate, and they want to purchase your stuff and they want to work with you. So, it's all done with integrity of. And then scarcity is basically another one that is when you, human beings, like rare things, I don't know.

As soon as you put a number, a scarce thing on something, it's like more desirable, right? And so, you want to be ethical with your scarcity. You don't want to lie about it. But having just an, a certain number of spots available is something. Can be very effective in your, in your launches as well. So, say you have a group program, put a cap on the number of spots because that creates the sense of, oh it's scarce, it's more desirable, it's a bit more rare, and all that jazz and be honest about it, obviously don't lie about it.

And then urgency as well is where you have an open and close enrollment, and that is when either your doors are closing or bonuses are going away, or the price is increasing. There is some urgency around something bad happening. Like the doors are closing, the bonuses are going, the price is increasing, and it's a vibe.

Humans need urgency to make shit happen basically. Otherwise, we are king procrastinators and we're like, oh, we'll just do that next time. No, you want to put a fire under people's belly. And you

want to be like, this is going to happen, the price is going to go up. It's never going to be this cheap.

Something like that will happen. And you want to build in some emergency that is very effective. So those are some triggers to include in your launch event. Now, what to focus before the event. You want to focus on list building and getting people signed up. Obviously, the more signups the better, but make sure that these people are actually interested in your topic, and they resemble your avatar so that you do this by refining your message and speaking to your avatar and really pulling those kind of people in.

Then during the event, oh, also before the event, sorry, you want to be. Building up hype and excitement. Some of my best launches had the most hype and build up. I want you to think of like an elastic band and pulling it back the more you pull it back. And then you let it go the further it goes. So, your hype and excitement is the act of pulling back that elastic band.

And it's pulled, its building anticipation, its building tension, it's building excitement. I had countdowns, I spoke about my events for weeks. I had some competitions. You know, you make a big hoo-ha about it. And you want to get people amped for that event and how it's going to help them. And you want to repeat that to them and get people signed up.

And that should be your focus before the event, right? And, and then you want to, you want to increase attendance for the event. And you can do that by building out a Google Calendar schedule and then sharing the link with people. So maybe as soon as they sign up for the event on the thank you page, they can add that Google Calendar schedule to.

Google calendar and that's going to remind them of the event, or you ask them to RSVP on Facebook to your event or wherever it is. So, you want to, you want to increase attendance for that event. So, you build leads, you build hype, and you try increase the attendance for the event. That's what you do before then during the event.

As I mentioned, Building in that those triggers into your offer, into your messaging, throughout all your launch assets in your actual event, your training, whether it's a webinar, a video series your challenge. Obviously, they vary slightly. Normally with challenges and boot camps, you, you give and a video series, you can also give actual homework and get people to take action.

In the community and stuff, it can be a very engaged kind of thing, but typically this is what you want to include in that event You want. Include authority. So, who are you? Why should people listen to you? What have you achieved? You want to share your unique story with them, and you want to inspire them with a story that resonates and portrays.

Transformation. Now, this story is often unique to your story. It is your story, it's your results. If it's not your story, it's probably a student's story and their results are how you help them get to that transformation. You want to intro, introduce them to a unique methodology of yours that like condenses information makes it easy for them to understand and.

You want to include social proof, your results, your students' results, you want to wow them of what is possible. Most importantly, you want to paint a picture of transformation. What is the dream goal for your avatar? What is on the other side of them doing or achieving this thing? I want you to paint that picture repeatedly throughout your event.

The transformation is key. Obviously, you're going to teach some core valuable tips. So, core valuable shifts, you're going to maybe change the way they perceive something, make them have, have them have a mindset shift, a perspective shift. You're going to obviously teach some valuable stuff that's going to give them some sort of quick win.

And then you will pivot to your offer. Selling your offer. Now, you can tell people at the beginning of your event, of your whatever event you're doing, you can say that at the end of this week or at the end of this training, I'm going to be opening my course or

opening my group program. So, if anyone wants to continue working with me, this is a great way to do it, and you'll hear more about it later.

So, you can tell people at the beginning, you don't have to blindsides people. Be in integrity. Do it in a way that feels good to you. And make sure that people know that there's something coming. So, the other thing that I would say is don't hide the fact that you've got an offer. People should know that you've got an offer and that this event is your launch event, right?

And you talk about your course, and you talk about your offer, and you drop breadcrumbs, and you get people amped, and you show them how it's going to help change their lives in some capacity. So don't hide that. That's one key mistake I see. And then post event, you should be focusing on sales, emails, selling your offer.

If you don't have sales emails, selling your offer, you're missing out on a lot of sales. Like that is really important. A lot of people buy in the after event, right? And that next week should just be emails, selling your offer, going live in your community, selling your offer with excitement. Addressing common objections.

If you need to hop on some calls to help people over the fence, that then you can do that. that week is dedicated to selling, and you must fully step into that. Don't hold back. I see a lot of people hold back, shy away. They've now gone through this entire launch event, and then they get cold feet, and they don't sell their offer.

And that is a detrimental mistake. After you've run this event, it's okay for you to sell something, you've given a lot of value and it's fine for you to sell. You're selling something in service your students, right? You're going to help them further, okay.

Now let's talk about the biggest mistakes. Now I'm going to speak about the main one here. And this is a common mistake that I see educators make when they're doing launches. And it's just because they're educators, of course, is that they. Too much and

that their training event is just throwing out teaching information because they are natural teachers.

I did this in the beginning too. Like my first launch, I taught too much in my content and I didn't do enough of the other stuff. And it isn't effective because people are being overwhelmed with information. And if you teach too much what is very likely to happen is they're going to be like, whew, that was amazing.

That was so much information. Like, thank you so much. I'm just going to go and like assimilate on it and work on it or whatever it is. And like they don't buy your stuff because they're too overwhelmed or they're just like frazzled from the amount of information you just threw at them.

And overwhelm people don't tend to take the next steps. They feel like they need to go and do this and this and this before they can, and so you don't want to get into that trap of teaching too much. Of course, the event must be valuable, so no doubt about it. But value isn't only in just teaching information, value is in perspective.

Shifting value isn't inspiring, value isn't connecting, and showing. What is possible for many people that is highly valuable. That is what gets them into changing their life. So, it's not just information because we live in an information overloaded world your event is not meant to just overload them with more information.

So very, very, very important is to not over teach and overwhelm, even though that's your comfort zone as an educator, that's not what's going to fill your courses or your offers, okay? That's not what people really want. They want to feel seen. They want to feel heard. They want to feel connected. Yes, they want to be inspired of what is possible and see that there is a real true pathway to achieving.

Dream of theirs and they want to see that pathway and you're going to present that pathway. Okay, so these are the things that they want to, they want to see. The other thing is obviously, instead of teaching all the time, the thing you really want to be

focusing on is showcasing that transformation. So, what is possible to your avatar?

When they apply what you teach and get onto the other side, what is that AB transformation? They are here at A, you're going to take them on this journey through learning this specific thing and doing the specific thing, and then they're going to get to B, this ultimate transformation where they want to be. And you want to focus your event and your launch assets, everything, you're messaging from beginning to end.

On the transformation and the benefits instead of the features and the nitty gritty teaching stuff. Okay. I'm going to give some examples. If I want to sell a Facebook advertising course. Do you think people are super excited about Facebook ads itself? Do you think that they lay awake at night dreaming of running their first ad?

They are just so excited to learn how to run a Facebook ad, like it's. Rare that that is the case. And often are they even aware of Facebook ads being their solution to growing their audience? Right? Maybe they don't even know that Facebook advertising is their solution, so they might not even be solution aware your audience, so then you wouldn't lead your event and lead your messaging for your event and everything for it.

With Facebook ads is just being your hook like. Learn how to run Facebook ads, right as that, that's, that's, that's not that desirable because your avatar doesn't just want to learn Facebook ads and what, that's not really what they want. So, what does the avatar really, really want? What are they thinking about all the time in their business?

What's keeping them up at night? What is a real pain? And they're struggling? Maybe it's that organic is too slow and they're really wanting to grow their audience and they really want to make more sales. They want to grow their audience. They want to make more sales. Sales. That is what they want. So, focus your messaging for your event and your launch assets to be on that you position everything to be for.

Transformation. You don't focus your messaging on just Facebook ads. You focus their messaging on growing their audience and making sales. And then once they're in your event, you show them that Facebook ads is the solution and you give them valuable tips, a unique methodology. You show them what's possible for them.

You give them what, like amazing results. You show them the transformation. About what Facebook ads can do for their life, their business. You know, you can grow your audience so you can make more sales. You can grow your list while you sleep. You don't have to spend all your time doing organic marketing.

You can target your exact customer on Facebook ads so that you can find perfect fit students for your offers. Do you hear how the messaging is very much benefit based, transformation based. So that you can make more money. So that you can build your list while you sleep. So that you can find perfect fit students for your offers.

Now, that is an example of a messaging shift instead of just being like a Facebook ads. You know, here's a Facebook ads event. I'm going to teach you how to run an ad set. I'm going to teach you how to build a Facebook ad. I'm going to teach you how to build an ad set. I'm going to show you how to do your targeting.

Like no one's that finding that that desirable, that's not really making me like, ooh, yay, I'm going to go and grab my credit card because I'm going to learn about ad sets. That is the shift in messaging that people can't see it, but once you see it, you can't unsee it. Okay. Let's give an example for teachers.

Now, let's say you want to host an event and sell your course. That is teaching IELTS to non-native English speakers, of course. An IELTS course helping them pass their exams with like a Band eight or. Now you'll advertise most likely solution aware. They likely know that they have to pass their IELTS exams, meaning you don't have to convince them that they should do their IELTS or pass their exams.

Most of them know that they need to do that in order to go overseas to an English-speaking country and do what they need to do. Now, this is the key messaging shift you want to focus on. Your avatar needs to pass their IELTS exam with a certain score. They know that okay? And that's great. But is that the ultimate transformation they really want?

What is the ultimate transformation they really want? What is the result of them or the by-product of them passing that? It's so that they can go overseas and study at the top university that they have been dreaming of for however long, or it's so that they can immigrate and find a high-level English job with better pay in an English-speaking country and create a better life maybe for themselves. If that's what feels good to them, if they assume that to be a better life.

I don't know. But maybe it is that they're going to get paid more and they've got a family or whatever, and they want, they want, that's just a dream of them, so of theirs. So, this is what your avatar really wants. You're getting to the crux of what is the main desire of your avatar, and then you're messaging for your launch event is focused around that.

It's not just IELTS IELTS, IELTS, like, and just teaching, teaching, teaching. It's focused on the transformation, which is. Pass your exam so that you can go do this, so that you can go overseas and do this, so that you can go into your ideal dream university so that you can get that job that you so desire and get that promotion or whatever it is.

And you want to paint the picture of that transformation in detail, you want to spell it out for them. Now, I've heard people say, oh, but I thought that they would just assume that that's the transformation. Like that's what they, of course, that's what they want, and they know what they want. So why should I paint it out?

You, you, you need to paint out that transformation for people. You need to remind them of the opportunity that exists for them. Of massive transformation if they do this thing and inspire them of

how, how good it can be and how it can change their life. And show them that they are here now, and this is where they can be.

And then you're going to help them with a roadmap to get there. So in your launch event, you don't focus on just teaching a million different things on IELTS and like going into very detailed stuff because they're not in a, they're not in the right mindset frame to just suddenly be learning how to pass all their IELTS exams in like a training, you know, in a free training.

That's just not where they are at. You want to introduce them to your unique methodology for how they can pass that IELTS exam. Comprise all that information into a unique system. Present that system to them. Inspire them with a closely relatable story that portrays that transformation. So, I was here, then this thing happened.

It was a turning event. And then suddenly I did this thing, and then I was here. I had this amazing, like, I passed my exam, I moved overseas, I did this. Maybe it's your story, maybe it's a student story, but showcase that story of transformation. Paint a picture of what is possible for them once they pass their IELTS exam at Band eight or whatever.

I think that's what they call it. You can then immigrate to a new country. You can go to the University of your dreams. You can be hired by an international company and earn more money. It's going to open so many doors for opportunity, and it doesn't have to be hard. It can be easy. And I'm going to help you make this process as easy as possible.

I'm going to help you create the result you want in this exam that's going to get you to the dream that you. Okay, so that's what you speak about and then you teach of course, some core pieces of the puzzle. Maybe a piece of your framework. You go into a little bit detail of a piece of it. And then you maybe shift their perspective on what's possible for them and how their lives can change and how it doesn't have to be hard, and that they make it seem possible for them.

Like make them feel like, oh my gosh, this is so possible. This is like amazing. You know, you want to make them feel that awesome energy of forward momentum. Like hope, you know as well. It's amazing. And then, obviously you present your offer as the ultimate solution.

Now, that's the solution for them. You're going to be like, this is how I can help you. This is how I'll walk with you step by step. I'm going to walk with you in this journey to helping you get from here to here. You show that transformation and people can choose to work with you at that point, right? And that is going to create more desirability in wanting to work with you.

Because people buy the transformation. They don't actually buy the nitty gritty stuff. So always focus your message on benefits and transformation and spell it out for them. Okay? Even if you think they know it, paint that picture vividly.

Now teachers, be mindful when you're creating these launch events not to over teach. Hold yourself back. I know it's the comfort zone, but that is not really going to help you sell your products and offers online. Don't overwhelm people with more information, okay? That's not what people need. And find what your avatar really wants. Not the obvious thing. And like often you have to dig a bit deeper into that and just ask them what is like the dream?

Why do you want to learn X? Like, why do you want to pass these exams? What is the ultimate goal? Why do you want to organize your house and declutter? What is the ultimate goal? Why do you want to learn this thing? What is the ultimate goal on the end of it. What is it that you really want?

Focus your message on what they want, the benefits and the transformation. And then when they come into your program. Give them what they need in order to achieve what they want. Which is the nitty gritty IELTS teaching to help them get a high score.

Or it's the nitty gritty Facebook ads teaching where you teach them targeting and assets, right? So, you sell them what they want and then you give them what they need in order to achieve what they want. So, this is so freaking key. I really want you to just like sit on. Let it simmer. Let it click. Listen to this episode a few times if you have to and think about your avatar.

Think about your event, from this perspective, think about that transformation and build it into your content, okay? From beginning to end, and don't worry about being repetitive, okay? This is very important for a successful launch event. Okay, so let's sum it up. You can do webinars, video series, bootcamps, challenges, workshops for your actual event.

You can do a free launch event, or you could do a paid launch event. I recommend free first launch for beginner launches and then paid launch. When you've done it a couple of times, you know how to build a good funnel. You can build good sales pages. You've got a solid offer, just a bit later.

As a bit more of an advanced launch, do a paid launch. Big fan of it. Just not for a complete beginner in my opinion. Maybe I'm being, maybe you're just a like super skilled beginner, but I think. Like let's start to crawl before we run kind of vibe right. Now don't teach too much. Don't overwhelm. Too much overwhelm.

People won't buy your offers because they're like too busy decompressing after your event. Introduce them to a simple framework and method that consolidates information easily for them and gives them aha's. Make them feel positive momentum to move forward in the event. So, you can do that by giving homework.

Yeah, if you want to increase engagement, give homework, get them to take action. I don't know if I've mentioned that, but I'm going to mention it right now. If you want to increase engagement in your launch, prompt them to take action repeatedly. Make it like create a little mini competition that if they post all their homework throughout.

The challenge or the bootcamp or the, the event that they can win something or something cool can happen, get them engaging like that, and that's going to help as well. Make them do stuff so they feel accomplished. oh, yes. And of course, focus on the psychological triggers and all of that stuff, build it into your content.

Okay. whew. That was a big burst of lots of important information. But I hope you found this very useful because I feel like this podcast episode is very important and very helpful for when you are launching your stuff. I did wanted to say, if you have been loving this podcast right, and you have been soaking it up, I've been receiving so many messages of people saying that it's like. So good.

They like can't wait for the episodes to come out and just keep even re-listening to episodes. Like it honestly makes me so happy to hear that. Thank you so much for listening and being here and supporting and having my voice in your ears, in your most personal lives, like when you're at gym or cleaning, whatever.

I appreciate it. But, if you would like to show your appreciation, please go to Apple Podcasts and give a review. It'll take like less than two minutes. It makes a big difference for a podcast to get reviews and I haven't actually asked very effectively for any. So here is my ask. If you have two minutes, go to Apple Podcast.

If you have Apple, of course, don't think you can put a review anywhere else from what I've noticed and go and drop a review and that would help my podcast grow, which means I'm going to continue doing it and it's going to get into the hands of more people. And I really want that to happen. Especially, I wanted to reach more educators in business.

I want to inspire more teachers in business. I want to inspire them to start businesses, to grow their business and all sorts of stuff with that. So, that would be amazing. And I'd really appreciate it. Otherwise, have a beautiful day. As always, I will be chatting to you again next week. Bye.

Thank you so much for listening to today's episode. If you're wanting to get mentorship from me in your online business or your course launch, then the best, most comprehensive and supportive place for you to get that is inside my signature business program, the Digiteachers Biz Academy.

This is an all-in-one business program that gives you the strategy, the tools, the how-to, the mindset, the community support, and the mentorship from me in launching your course, and growing your business. Pop yourself on the waitlist and you'll hear when it opens for enrollment again.

I appreciate you so much, and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.